

# The new EQA

Price List as of 01st May 2021

Mercedes-Benz



## Welcome

At Mercedes-Benz we appreciate the importance of detail. Over the following pages you'll find model prices and a breakdown of standard and optional equipment, as well as details of the attractive finance offers and benefits that are available to every Mercedes-Benz driver.

We have highlighted some of the best styling features both inside and out, some of the new technology features and some body styling options which all combine to give you a unique driving experience. To experience a full listing of what is available; please speak directly to your local Mercedes-Benz Dealer.

Of course, some things have to be experienced to be truly appreciated, such as the qualities that set a Mercedes-Benz apart, which is why we'd like to invite you for a test drive at your local Mercedes-Benz Dealership. Discover the location and the contact details of your local Mercedes-Benz Dealership at **www.mercedes-benz.ie** 















## Model Prices

Model Description	Wheel size	CO2	VRT Rate	Road Tax	KW	BHP	Price*
EQA 250 Progressive	18"	0	7%	€120	66.5	190	€56,120
EQA 250 Electric Art	18"	0	7%	€120	66.5	190	€57,214
EQA 250 AMG Line	18"	0	7%	€120	66.5	190	€60,946
EQA 300 4MATIC Progressive	18"	0	7%	€120	66.5	228	€60,915
EQA 300 4MATIC Electric Art	18"	0	7%	€120	66.5	228	€62,009
EQA 300 4MATIC AMG Line	18"	0	7%	€120	66.5	228	€65,741
EQA 350 4MATIC Progressive	18"	0	7%	€120	66.5	292	€63,700
EQA 350 4MATIC Electric Art	18"	0	7%	€120	66.5	292	€64,794
EQA 350 4MATIC AMG Line	18"	0	7%	€120	66.5	292	€68,526

EQA

# Sustainability

A

SEQ 24

# Sustainable production.

The Rastatt factory, where the new EQA is built, reduced its  $\rm CO_2$  output by 58% from 2011–2019 and all our Mercedes-Benz factories around the world plan to be  $\rm CO_2$  neutral by 2022.





# Sustainable materials.

To ensure the responsible mining of cobalt, lithium and other battery raw materials, Mercedes-Benz has already made the IRMA Standard for Responsible Mining a contractual component for all future vehicle projects.

# Sustainable mobility.

Locally emission-free driving pleasure, virtually silent with full access to inner city zones. All our vehicles come as standard with an external acoustic warning to alert pedestrians or cyclists at speeds under 30 kph.





# Mercedes-Benz User Experience (MBUX)

Transforming the in-car user experience, thanks to MBUX: Controlled via voice, touch or optional gesture input, the innovative infotainment system can over time even predict personal habits thanks to artificial intelligence.





#### Voice control

- Activated by the keywords "Hey Mercedes", the new intelligent voice control LINGUATRONIC<sup>1</sup> lets you control many of the infotainment functions, including destination input, phone calls or music selection
- MBUX is able to understand different accents and will adjust to you over time
- MBUX even understands indirect commands. Feeling chilly? Just say "I feel cold" and MBUX will adjust the temperature for you

#### **Touch inputs**

- Beside voice control you can operate MBUX via touchscreen, the touchpad on the centre console, as well as touch control buttons on the steering wheel
- The touchpad recognises your handwriting should you wish to enter addresses or phone numbers silently

#### Personalisation

- Turn the new EQA into your very own Mercedes-Benz by personalising driving modes, radio stations, ambient lighting and much more
- Your personal settings can be saved in up to seven different profiles, making your driving experience the best one possible
- Thanks to artificial intelligence, MBUX is able to learn and adapt over time. It will be able to predict your personal habits, such as navigation for frequentlydriven routes, or the radio station you like to listen to on your way home from work

#### Maintenance and service

 Wondering when the next service is due? Or how much further you can drive until you need to stop at a charging station? Just ask your MBUX – it will tell you the answer

## Mercedes me connect Stay connected any time, anywhere.

## Mercedesme

Mercedes me is a range of innovative online services designed to enhance your Mercedes-Benz experience. Accessible via mobile, tablet or PC, Mercedes me lets you enjoy the highest standards of care and support, in a way that integrates seamlessly with your busy lifestyle.

Safety and Service - Mercedes me connect helps to keep you and your car safe Check your car's washer fluid level, tyre pressure and battery level from your phone so you'll be ready for every journey.





## Live Traffic Information, Parked Vehicle Locator and much more with Mercedes me connect

Forgot where you've parked? Parked Vehicle Locator<sup>1</sup> will show you exactly where your car is as long as you're in a 1.5 km radius of where you parked. Real-time traffic data and dynamic route with shorter journey times.

For more information speak to your local Retailer or visit the Mercedes me connect store at https://shop.mercedes-benz.com/en-ie/connect/

#### Comfort - connect to your car anytime, anywhere

Forgot to lock your car? With Remote Car Lock<sup>2</sup> you will receive a notification on your smartphone to let you know. With one tap, you can lock and unlock your vehicle so you never have to worry.

#### **EQ-specific Services**

Check your charging status on the go and programme your pre-entry climate control and charging settings remotely. The EQ-specific navigation considers electrical range, topography and charging stations.





# Benefits of driving EQ

Mercedes-EQ couple the locally emission free, refined drive and effortless powertrain of an electric vehicle with the luxury, elegance and high-quality craftmanship of a Mercedes-Benz.

Performance

Instant torque provides effortless driving pleasure.

#### Aerodynamics

The EOA minimises aerodynamic drag by means of aerodynamically shaped components such as the body and wheels. In the best case the Cd figure is a very good 0.28. This reduces the energy requirement and increases actual range. These measures also improve acoustic comfort during a journey.





#### Refinement

Acoustically optimised and a near-silent powertrain means that driving EQ provides a sensory experience of luxurious refinement. All our vehicles come as standard with an external acoustic warning to alert pedestrians or cyclists at speeds under 30 kph.





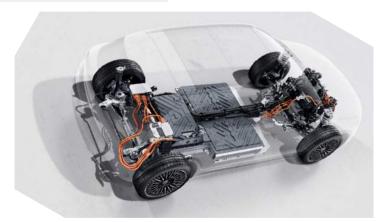
The EQA is the first all-electric member of the compact car family from Mercedes-Benz. Offering locally emission-free, efficient driving combining driving pleasure and performance with dynamic design.

#### EQA 250

Battery electric vehicle, 190 hp/140 kW Electric range 419–423 km– WLTP<sup>2</sup>

### EQA350

Battery electric vehicle, 292hp/215 kW Electric range 425–429 km - WLTP<sup>2</sup>



EQA 300

Battery electric vehicle, 228hp/168kW

Electric range 425-429 km - WLTP<sup>2</sup>

# Standard equipment Acoustic ambient protection - the tone pitch changes depending on the driving conditions. You can therefore also differentiate whether you are braking or accelerating. Above 30 kph the system is deactivated since wind and tyre noise tend to dominate at higher speeds Charging system - AC charging system rated at 11 kW; DC rated at 100 kW Charging socket Mode 2 cable (5m), enables you to charge the vehicle battery via a domestic plug socket Mode 3 cable (5m), enables you to charge the vehicle battery via the wall box or at public charging stations at up to 11 kW Pre-entry climate control Radar-based recuperation Suspension - comfort suspension as standard The battery comes with an eight year / 160,000km warranty

Technical details		Attention
Charging time		Please be aware that external factors such as weather, gradient and ambient temperature amongst others can significantly impact range.
AC outlet (230V/13A) 10-100% <sup>3.4</sup> Wall box (400V/16A) 10-100% <sup>3</sup> Public rapid charging (100kW) 10-80% <sup>5</sup>	30 hrs 5 hrs 45 min 30 min	Please also note that internal factors such as driving style and climate control settings etc. can also significantly impact range.
Range power consumption, combined <sup>2,5</sup> Battery type (capacity) Capacity on-board charger	190–179 Wh/km lithium-ion (66.5 kWh) 11 kW AC 100 DC	Using the pre-entry climate control when plugged into a charge point will ensure the perfect ambience and ensure that your car is just how you like it, as well as making sure that your abitery isn't used unnecessarily theat/cool the vehicle (maximising range).

<sup>2</sup>Figures shown are for comparability purposes; only compare with other cars tested to the same technical procedures. Figures may not reflect real life driving results, which will depend upon a number of factors including the starting charge of the battery, factory-fitted options, accessories fitted (post registration), variations in weather, driving styles and vehicle load <sup>3</sup>Specified voltage and current values refer to network infrastructure and can be limited by the vehicle. Times are from 10–100% charge using a wall box (three-phase) or standard socket (single-phase) <sup>4</sup>If you are planning to charge your Mercedes-Benz plug-in electric vehicle using a 3-pin domestic plug socket you must get a qualified electrician to inspect and sign off the socketto confirm it is safe and suitable to charge your vehicle. Do not use an electric vehicle 3-pin charge cable with an extension cord) <sup>5</sup>Specified voltage and current values refer to network infrastructure and can be limited by the vehicle. Times are from 10–80% charge using a 100 kW

# EQA Progressive



Option shown: denim blue metallic (code 667)

# EQA Progressive Standard equipment highlights





Option shown: denim blue metallic (code 667)

#### Exterior

18" alloy wheels - 5-spoke design

Badge on the wing in high-gloss black with blue 'EQA' lettering

Black panel radiator grille

Comfort suspension

EASY-PACK tailgate

Front and rear LED light band

LED High-performance headlamps with Adaptive Highbeam Assist

Mirror package - electrically folding mirrors and automatically-dimming exterior driver's mirror and rearview mirror

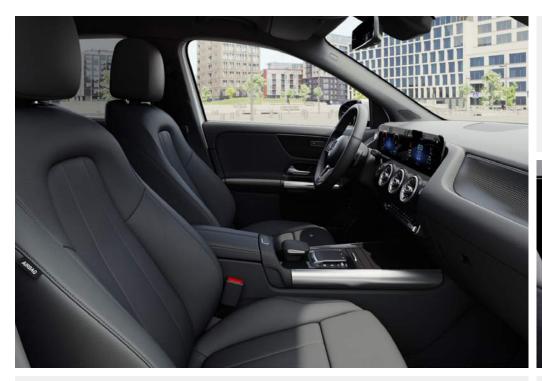
Polished aluminium roof rails

KEYLESS-GO









#### Interior

#### Ambient lighting

#### Heated front seats

including manual front passenger seat height adjustment, manual seat cushion angle adjustment for the driver and front passenger and manual seat cushion depth adjustment for improved seating comfort thanks to a 60 mm greater supporting surface for the thighs Steering wheel – 3-spoke multifunction steering wheel, trimmed in leather

THERMATIC automatic climate control

Velour floor mats

#### Communications, Safety and Assistance Systems

Active Lane Keeping Assist	MBUX multimedia system with 10-inch instrument display and         10-inch media display with touchscreen         Mercedes-Benz sound system         Parking package with reversing camera         Smartphone integration <sup>1</sup> including Apple CarPlay® and         Android Auto™		
Active Speed Limit Assist			
Blind Spot Assist			
DAB digital radio			
Hard disk navigation			

<sup>1</sup>Compatible mobile phone required



#### Trim and Upholstery

Spiral-look trim (H60) ARTICO man-made leather – black (101A)

# EQA AMG Line



Option shown: cosmos black metallic (code 191)

# $EQA \ AMG \ Line \ {\rm Standard \ equipment \ highlights}$





Option shown: cosmos black metallic (code 191)

In addition to/replacement of Progressive:

#### Exterior

18" AMG 5-spoke light-alloy wheels

AMG bodystyling including AMG front apron with integrated air curtain and AMG rear apron with diffusor optics

Black panel radiator grille with twin-blade design in chrome

Illuminated door sills with EQA lettering





#### Interior

AMG brushed stainless steel sports pedals with black rubber studs

AMG floor mats

AMG sports seats upholstered in ARTICO man-made leather/DINAMICA microfibre

Multifunction sports steering wheel in nappa leather with control panels in chrome, galvanised shift paddles, flattened bottom section and perforated grip area



#### Trim and Upholstery

Spiral-look trim elements, backlit (54H)

ARTICO man-made leather/DINAMICA microfibre in black with red topstitching

# EQA Electric Art



Option shown: mountain grey metallic (787U)

## EQA Electric Art Standard equipment highlights

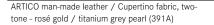


Option shown : mountain grey metallic (787U)



Trim and Upholstery

Spiral-look trim elements, backlit (54H)





In addition to/replacement of Progressive:

#### Exterior & Interior

18-inch 5-spoke light-alloy wheels (R96)

Polished aluminium roof rails

Vehicle key set with one key in Rosé gold, buttons high-gloss black

Door sills with model-series-specific lettering, illuminated and with exchangeable cover

Illuminated door sills with EQA lettering



## Upholsteries

## Progressive



## AMG Line



Standard



Option





ARTICO man-made leather / Cupertino fabric, two-tone rosé gold / titanium grey pearl (391)

Standard





Standard

# Trim options

## Progressive



## AMG Line



# Trim options

## Electric Art + Edition 1





Standard

Option

# Wheel options

## Progressive



Standard (18-inch) 5-spoke light-alloy wheels (R31)



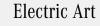
Optional (18-inch) 5-spoke light-alloy wheels (R96)



Optional (18-inch) 5-spoke light-alloy wheels (97R)



Optional (19-inch) 5-spoke light-alloy wheels (48R)





Standard (18-inch) 5-spoke light-alloy wheels (R96)



Optional (18-inch) 5-spoke light-alloy wheels (97R)



Optional (19-inch) 5-spoke light-alloy wheels (48R)

# Wheel options

## AMG Line







Optional (20-inch) AMG multi-spoke alloy wheels (RVU)

Edition 1



Standard (20-inch) AMG multi-spoke alloy wheels (RVV)

Standard (18-inch) AMG 5-spoke light-alloy wheels (RQQ)

Optional (19-inch) AMG 5-twin-spoke light-alloy wheels (RTF)

# Colour options

Standard
 Option



696 night black non-metallic



149 polar white non-metallic



144 digital white metallic

•

0



191 cosmos black metallic



775 iridium silver metallic

0

0

0



787 mountain grey metallic





O 662 designo mountain grey magno<sup>1</sup>



993 designo patagonia red metallic

0

0

0

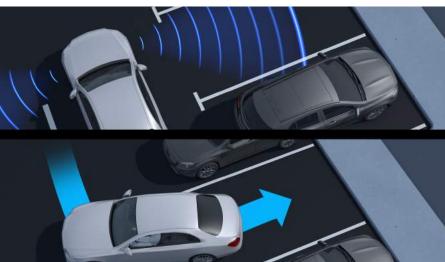
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667 denim blue metallic

# Standard Equipment

- 18" Alloy Wheels
- 4-way Lumbar Support
- Active Lane Keeping Assist
- Adaptive Highbeam Assist
- All-digital instrument display
- Ambient Lighting with 64 colours
- Blind Spot Assist
- Comfort Seats
- Digital Radio
- Double Cupholder
- Easy Pack Tailgate
- Floor Mats
- KEYLESS-GO
- Kneebag
- Leather Steering Wheel
- Load Compartment Package
- Media display
- Mirror Package
- MME Charge
- Parking Package with Reversing Camera
- Seat Comfort Package
- Smartphone Integration
- Storage Compartment
- Tirefit





# Advanced Plus Package

## From<sup>1</sup> €1,579

## Advanced Sound System

- Mid-range speaker as the central speake
- One mid-range speaker in each of the front and rear doors
- One subwoofer bass box in the rear, including separate booster amplifier
- One tweeter in each front door (mirror triangle) and rear door
- Maximum total output: 225 watts

## THERMOTRONIC

Automatic two zone air conditioning with individual temperature selection for driver's and front passenger side respectively

## KEYLESS-Go Comfort Package

- Convenience opening and closing inc tailgate
- Door handles with chrome inserts
- HANDS-FREE ACCESS
- KEYLESS-GO access and drive authorisation system
- Vehicle key with KEYLESS-GO functionality

## Wireless Phone Charging





# Premium Package

## From<sup>1</sup> €4,258

## In addition to/replacement of Advanced Plus Package components

## Burmester Surround Sound System

- Burmester lettering
- External Class D DSP amplifier, sophisticated sound optimisation (DSP: digital signal processors)
- One premium mid-range speaker in each of the front and rear doors
- One premium tweeter in each front door (mirror triangle) and rear door
- One subwoofer in the rear area
- Premium mid-range speaker as the central speaker
- Two surround mid-range speakers in the C-pillars or in the parcel shelf
- Maximum total output: 590 watts

## Panoramic Sliding Sunroof

## Parking Package with 360° Camera

- 12 ultrasonic sensors: in each case 4 at the front and rear and 2 in each side, positioned in the front and rear bumpers
- Four networked cameras (in the radiator grille, at the rear and in the exterior mirror housings) deliver images of the surroundings for all sides of the vehicle and for visualisation from a bird's-eye view
- Depiction in the media display: the perspective is automatically made available based on the gear choice and can also be selected manually
- Virtual guide lines along the outer contour of the vehicle
- Trailer mode: additional display option with zoom function (only on vehicles with trailer coupling)



# Night Package

## From<sup>1</sup> €720

The Night Package adds further attractive features. Particularly eye-catching highlights in striking black or high-gloss black reinforce the individuality and sporty standards of your vehicle.

- Front apron, rear apron plus side panels with inserts in high-gloss black
- Exterior mirror housings in high-gloss black, in conj. with paintwork in cosmos black they are painted in the vehicle colour
- Beltline trim strip and window line trim in high-gloss black
- Roof rails in black
- Heat-insulating dark-tinted glass starting from B-pillar
- Trim element on the B-pillar in black
- (18-inch) 5-twin-spoke light-alloy wheels (97R), aerodynamically optimised, painted in black with a high-sheen finish, not in conj. with AMG Line





# Driving Assistance Package

The Driving Assistance package contains a range of highly intelligent features to help you stay safe on the road – by making the drive more effortless, by warning of danger, and by taking steps to protect you in an emergency.

Driving Assistance package (code PAY) – designed and priced as a package

From<sup>1</sup> €1,951





Active Blind Spot Assist

#### Active Distance Assist DISTRONIC

- Active Speed Limit Assist
- Extended automatic re-start on motorways
- Route-based speed adaptation with end of traffic jam function

#### Active Blind Spot Assist with Exit warning function can

warn the driver of vehicles in the blind spot when driving or when opening the door to exit the vehicle

#### **Active Steering Assist**

- Active Emergency Stop Assist with SOS function immediate emergency braking if evasion is impossible
- Active Steering Assist prevents unintentional drifting out of lane through targeted steering intervention

Active Brake Assist with turning manoeuvre function, crosstraffic function and congestion emergency braking function

**Evasive Steering Assist** can support the driver in making evasive manoeuvres if, in a dangerous situation, he/she moves to avoid any pedestrian detected by the system

Active Lane Keeping Assist

Pedestrian warning function near pedestrian crossings

<sup>1</sup>Price subject to vehicle specification

# Trailer coupling with ESP® trailer stabilisation

Trailer coupling with ESP trailer stabilisation<sup>1</sup> (code 550)

Available on all models

From<sup>2</sup> €1,357

Expand your transport options: with this practical equipment you can hitch up both trailers or caravans and also mount cycle racks. The trailer coupling is ready for use in no time at all – and can be folded in again behind the rear bumper just as quickly when it is no longer needed.

Operating safety is the top priority: to fold out the trailer coupling, you must first unlock it via the control button in the boot. As soon as the button light goes out, the trailer coupling is correctly engaged and is therefore ready for use.

Even when driving you can benefit from a comprehensive safety concept: the ESP® trailer stabilisation is able to intervene automatically in critical situations when driving with a trailer. The associated sensor system detects the trailer independently as soon as the electric plug is connected to your vehicle.

The ESP® stabilisation functions are automatically active from a speed of 65 kph. When undesired oscillating motions are detected, the Trailer Stability Assist actively dampens these with the aid of alternate brake actuation of each individual wheel. In most cases this is already sufficient to reduce dangerous oscillations. If necessary, the system additionally reduces the speed: for this, the engine torque is reduced and the vehicle is braked via all four wheels.



# Technical data

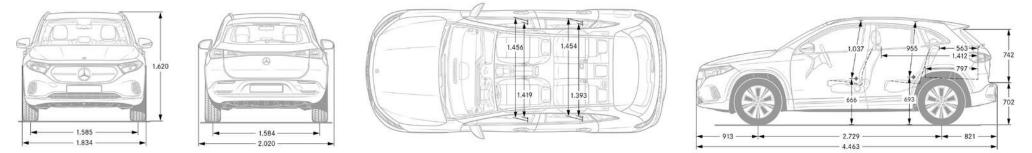
Model		EQA 250	EQA 300 4MATIC	EQA 350 4MATIC
Motor				
Battery type		lithium-ion high-voltage	lithium-ion high-voltage	lithium-ion high-voltage
Electric motor type		asynchronous	asynchronous	asynchronous
Battery capacity	kWh	66.5	66.5	66.5
Power <sup>1</sup>	hp (kW)	190 (140)	228 (168)	292 (215)
Torque <sup>1</sup>	Nm	375	390	520
On-board charger	kW	11 AC 100 DC	11 AC 100 DC	11 AC 100 DC
Emissions standard		EU6	EU6	EU6
Transmission				
Single-speed automatic		Y	Y	Y
Performance				
Acceleration 0-62 mph	sec	8.9	7.7	6.0
Top speed	kph	160	160	160
Charging time – AC outlet (230 V/13 A) 10–100% <sup>2,3</sup> Wallbox (400 V/16 A) 10–100% <sup>2</sup> Public rapid charging (100 kW) 10–80% <sup>4</sup>		30 hrs 5 hrs 45 min 30 min	30 hrs 5 hrs 45 min 30 min	30 hrs 5 hrs 45 min 30 min
Range power consumption combined <sup>4,5</sup>	Wh/km	189-179	184-178	184-178
Electric range – WLTP <sup>4</sup>	km	419-423	425-429	425-429

<sup>1</sup>Figures according to Regulation (EC) No. 595/2009 in the currently applicable version. <sup>2</sup>Specified voltage and current values refer to network infrastructure and can be limited by the vehicle. Times are from 10–100% charge using a wallbox (three-phase) or standard socket (single-phase) If you are planning to charge your Mercedes-Benz plug-in electric vehicle using a 3-pin domestic plug socket you must get a qualified electrician to inspect and sign off the socket to confirm it is safe and suitable to charge your vehicle. Do not use an electric vehicle 3-pin charge cable with an extension cord) <sup>4</sup>Figures shown are for comparability purposes; only compare with other cars tested to the same technical procedures. Figures may not reflect real life driving results, which will depend upon a number of factors including the starting charge of the battery, factory-fitted options, accessories fitted (post registration), variations in weather, driving styles and vehicle load. <sup>5</sup>Specified voltage and current values refer to network infrastructure and can be limited by the vehicle. Times are from 10–80% charge using public rapid charging at 100 kW

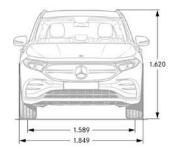
## Electric range

Model	All Electric Range (WLTP) (km) <sup>2</sup>
EQA 250 Progressive	423
EQA 250 Electric Art	421
EQA 250 AMG Line	419
EQA 300 4MATIC Progressive	429
EQA 300 4MATIC Electric Art	428
EQA 300 4MATIC AMG Line	425
EQA 350 4MATIC Progressive	429
EQA 350 4MATIC Electric Art	428
EQA 350 4MATIC AMG Line	425

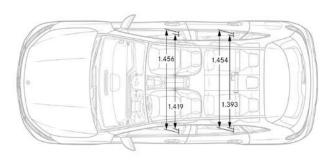
## EQA Progressive + Electric Art

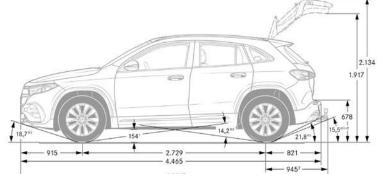


## EQA AMG Line

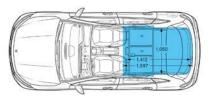


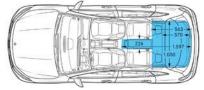


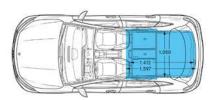


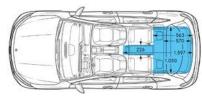


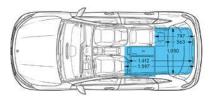
## Boot dimensions



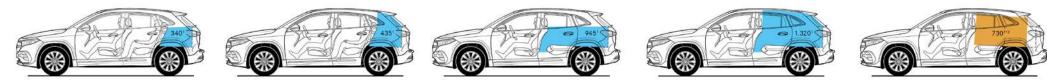








## Boot capacity



## Mercedes me

Welcome to your Mercedes-Benz world.

Imagine if ...you could connect with your Mercedes-Benz? With Mercedes me connect, you can! Mercedes me connect offers you new connectivity services that make driving more comfortable and incorporates your car into your personal lifestyle.

#### Standard Services

- Maintenance Management
- Telediagnostics
- Breakdown Management
- Accident Recovery
- Mercedes-Benz Emergency Call System

Remote Online Services<sup>1</sup>

- Remote Retrieval of Vehicle Status (fuel level, tyre pressure etc.)
- Parked Vehicle Locator
- Vehicle Tracker
- Geofencing
- Door lock / unlock function

Getting connected is easy. Just set up your Mercedes me account and get in touch with your Mercedes-Benz dealer to connect your vehicle to your profile to access your Mercedes me connect services.

Contact your dealer to get connected, or go to **www.mercedes.me** for more details.

Mercedes me

<sup>1</sup> Can be used with Remote Online special feature.



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- youtube.com/mercedesbenzireland
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